

Shelton State Courier

—Campus Newspaper— 1998-99 Advertising Program



About the Newspaper

The *Shelton State Courier* was first published in the early 1980s by a group of enterprising students, at least one of whom went on to a successful career in print journalism. To coincide with the opening of the new Shelton campus, President Tom Umphrey has commissioned the revival of the newspaper under the guidance of Dr. Jim Kenny, the original faculty advisor, who has come back to Tuscaloosa for this project.

The new *Courier* has as its purpose the coverage of Shelton's activities and promotion of Shelton programs. Now a monthly publication, the paper will be produced bi-weekly during the spring semester. Eventually, it will become a weekly report of the lively activities of the 6,000-student community college.

The *Courier* will concentrate its news coverage and feature stories on the events and people the readers are curious about, especially Shelton State sports. Doubling as a program for athletic events, the *Courier* will report on the latest in Buccaneer sports. From theatrical and cultural events to the latest echoes of cheers, the *Shelton State Courier* will bring its readers a campus they've never seen before.

The *Courier* tells the whole story of Shelton State Community College and its fantastic new campus

TUSCALOOSA, Ala.—

Just as with many junior or community colleges across the United States, the history and evolution of Shelton State Community College in Tuscaloosa, Ala. is complicated—and interesting.

For nearly 20 years, the Shelton campus on Skyland Blvd. on the southern end of the city was more functional than eye-pleasing. Indeed, it had been

formed from the remnants of a bankrupt shopping center in 1979. Even as thousands of students prepared themselves for their upperclass studies there or earned an associates degree, many still, with a wry smile, referred to their campus environs as "Gaylord Tech."

The technical division on 15th Street in the heart of town was not much more visually pleasing. Once a handsome collection of buildings, they were now clearly worn out. Of course, they too had served a noble purpose, turning out thousands of competent workers in more than 40 years of operation.

The visual aspects of Shelton State began to change on the early 1990s when Tom Umphrey, president of Shelton since 1988, began to formulate the background of support that would produce a huge new build-

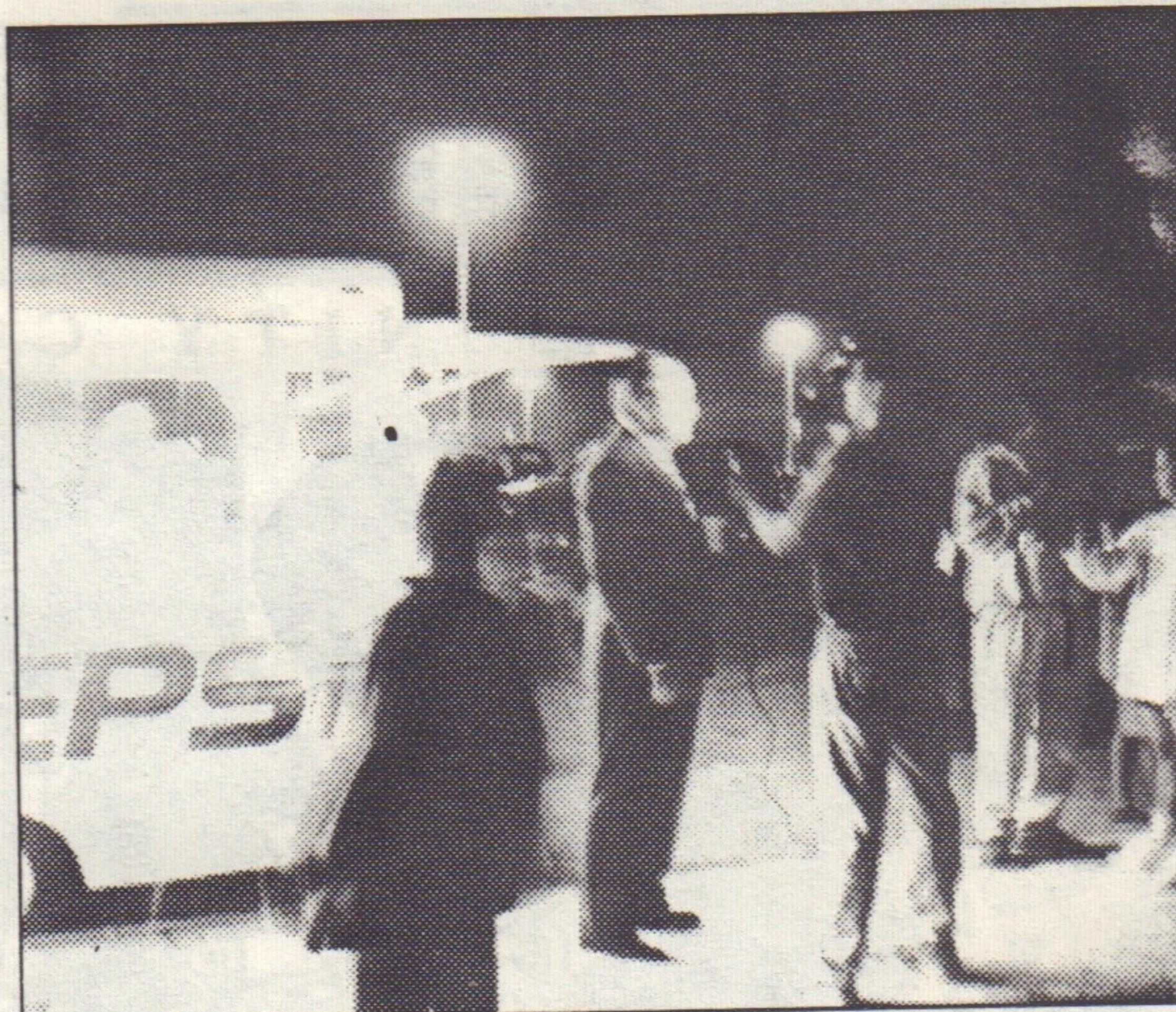
ing on a tract of land south of the city.

"It is the Shelton family that is responsible for what we have here today," President Umphrey told the crowd at the dedication ceremony for the new Shelton on Oct. 22, 1997.

Dignitaries and higher education supporters who attended the festivities weren't so sure that Umphrey's role was dispensable, however. Officials from Sandra Ray of the State Board of Education to Fred Gainous, Alabama college chancellor, praised Umphrey's administrative, negotiation, and

lobbying skill.

However it was accomplished, the new Shelton is a far cry in infrastructure magnificence from its past self. Set on 170 acres and costing nearly \$50 million, the 524,000-square-foot facility rises like a Roman temple just west of Hwy. 69 on the Old



President Umphrey took the spotlight for the college last fall during



Shelton Singers perform in the atrium

Greensboro Rd.

During a week of dedication ceremonies last October, a steady stream of dignitaries and educators marvelled at what has been built from humble beginnings. And a new generation of students walked the college's immaculate halls, doing what young people do best: taking it all in stride.

Shelton State Courier

Insertion Order/ Contract

Billing Address

Name: _____ Telephone: _____

Company Name: _____

Street Address/ P.O. Box: _____

City: _____ State: _____ Zip: _____

Choose which issues for the 1998-99 school year you wish to advertise in:



Early Sept.



Late Sept.



Early Oct.



Late Oct.



Early Nov.



Late Nov.



Dec.



Jan.



Early Feb.



Late Feb.



Early March



Late March



Early April



Late April



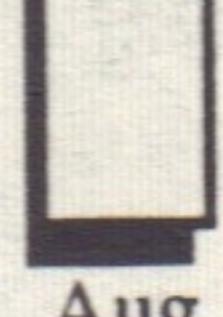
May



June



July



Aug.



ALL ISSUES for
1997-98

Choose what size ad you want:



5" Wide
x 3" Tall (30
x 18 picas)

1/8 page
\$15 per issue



5" Wide
x 6" Tall (30
x 36 picas)

1/4 page
\$25 per issue

10 1/4" Wide
x 4 1/2" Tall
(62 x 27 picas)

3/8 page
\$35 per issue

10 1/4" Wide
x 6" Tall (62 x
36 picas)

1/2 page
\$50 per issue

10 1/4" Wide
x 12 1/2" Tall
(62 x 76 picas)

Full page
\$100 per issue

Discount for Multiple Insertions: 3-7 issues: 5%; 8-14 issues: 10%; 15-18 issues: 15%

TOTAL AMOUNT DUE \$ _____

Description of Ad: _____

and the *Shelton State Courier* agree that the size advertisement indicated above will be placed in the issue(s) indicated. Full payment for the ad is attached unless other arrangements have been made with the management of the *Shelton State Courier*.

Shelton State Courier Authorizing Signature

Company's Authorizing Signature

Date: _____

Date: _____

Advertising Policies

1. The *Shelton State Courier* reserves the right to reject any copy at its sole discretion. Commercial advertisements that discriminate on the basis of race, color, handicap, age or sex will not be accepted. Commercial advertisements that contain false or misleading statements will be rejected.
2. The *Shelton State Courier* does not guarantee ad position; however, requests will be honored whenever possible.
3. Display advertising cancelled after deadline will be subject to a charge of 100% of space cost.
4. Make-goods or credit adjustments will be made for the portion of the ad in error. The *Shelton State Courier* is not liable for slight changes or typographical errors that do not change the intent of the advertisement. It is the responsibility of the advertiser to notify The *Shelton State Courier* of significant errors within 10 business days of the publication of the advertisement. The *Shelton State Courier* shall be responsible for first-run errors only.
5. The advertiser and/or advertising agency assumes liability for all content (including text and illustration) of advertisements printed, and also assumes responsibility for any claims arising therefrom made against the *Shelton State Courier*.
6. The *Shelton State Courier* reserves the right to insert above any ad the word "Advertisement" and to border any advertisement.
7. The *Shelton State Courier* reserves the right to revise its advertisement rates at any time with 30 days written notice.
8. Any questions relative to charges should be directed to the publisher.

Terms and Conditions

1. All advertising is payable in advance unless the advertiser has first established credit with the *Shelton State Courier*. New accounts desiring credit must first submit a

credit application and have it approved by the newspaper before credit can be extended.

2. Payment in advance is required of all out-of-town advertisers and political advertisers.
3. Advertisers will receive invoices monthly for all advertising. Statements are mailed by the 5th working day of the following month.
4. Accounts having a balance of more than 30 days past dues will be charged 1 percent of the unpaid balance. Accounts unpaid after 60 days will be refused advertising space until the past due balance is paid in full. (A minimum of one semester of pre-payment will be required to reinstate good credit standing.)
5. All advertising orders are subject to the terms and provisions of the current booklet/contract. Orders received not reflecting the current rates and provisions will be adjusted to the terms and provisions of the current rate booklet.

Mechanicals

All issues are tabloid-size pages, 10 1/2" x 13", five columns. The *Shelton State Courier* will accept camera-ready advertising of any reasonable size up to a double-truck, 22 x 12 1/2", billed at the minimum rate to accommodate both ad dimensions. Two-page spreads are billed at the rate of two full pages. Line screen: 85.

For More Information...

To learn more about Shelton State College or the *Shelton State Courier*, contact the publisher of the newspaper, Dr. Jim Kenny, at (205) 391-2278. The newspaper office is in Room 23-021; Dr. Kenny's office is 23-033. The *Courier* mailing address is

Shelton State Courier
Shelton State Community College
9500 Old Greensboro Rd.
Tuscaloosa, AL 35405